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Virginia Slims Music

Core Concept:	Debuting the singing career of women in music - which is consistent with Virginia Slims heritage of identifying and creating opportunities for women.
Program Elements:	• Feature two women • Produce two EP's • 10 markets per artist • Local club events • Showcase tour in clubs
Program Theme:	• WOMAN THING MUSIC
Record Label:	• WOMAN THING RECORD
Timing:	• February - April 1997 • October - November 1997

Source: https://www.industrydocuments.ucsf.edu/docs/zqvn0004

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PROGRAM GENERAL TIMETABLE

1996

Program Logo and creative development

Record Feb 97 EP

Manufacture Feb 97 EP

Produce Feb video

Record Oct. 97 EP

Site-check 97 club sites

Produce all club materials

Create and produce stage signage

Source and hire public relations firm

Spring 1997

Retail Promotion (Feb EP)

Direct Mail (Feb EP)

Media (Feb EP)

Showcase tour (for Feb. EP)

Bar Nights

Creative for Oct. 97 EP cover

Manufacture Oct. 97 EP

Produce Oct. 97 video

Fall 1997

Retail (Oct EP)

Direct Mail (Oct EP)

Media (Oct EP)

Showcase tour (for Oct. EP)

Record Feb. 98 EP

Creative for Feb. 98 EP

Manufacture Feb. 98 EP

Site-check 98 clubs

Produce club materials for Spring 98

Create stage signage for Spring 98

Source: https://www.industrydocuments.ucsf.edu/docs/zqvn0004

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Virginia Slims Music

Program Cost ($M)

	1996	1997	Total
Event	$3,275	$4,556	$7,831
Media	$0	$600	$600
Retail	$0	$961	$961
Direct	$0	$3,350	$3,350
	$3,275	$9,466	$12,741

Source: https://www.industrydocuments.ucsf.edu/docs/zqvn0004

1996-97 Virginia Slims Music Program Budget (Two Album)

Assumptions: 2 EPs in 1997 and 1 EP in1998, Club Nights in 1997 and 1998, 2 Showcase tours in 1997,10 markets

1996	1997	
$1,170,000		EMCI: Talent, producer, musicians, production, studio costs, music rights for 2 albums and 2single dance mix versions, 1 video
	100,000	Production costs of Oct. video
400,000	400,000	EMCI management fee
43,500	251,000	Staffing, artist and staff travel, site-checks, local talent for Spring 97 club nights
	403,340	Spring and Fall showcase tours - artist travel, musicians, club rentals
701,500		Manufacturing of Feb. 97 album: 305,000 EPs @ $2.30
	701,500	Manufacturing of Oct 97 album: 305,000 EPs @ $2.30
	635,000	Album/Video for 1998: Talent,producer,musicians,production, studio costs, music rights,dance mix
	701,500	Manufacturing of 1998 Album: 305,000 EPs @ $2.30
	43,500	Initial costs for 1998 Spring club nights
300,000		Creative - logo development and cd cover
	300,000	Creative for Oct. 97 and Feb.98 cd covers
500,000	500,000	Materials: uniforms, hats, t shirts, bar materials, club night posters, table tents, banners, swag, Club prizes
40,000	40,000	Stage signage at clubs
	200,000	Local advertising - for Spring club nights and showcase tours
120,000	280,000	Public Relations - agency fee and expenses, p.r. materials
$3,275,000	$4,555,840	Total

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Source: https://www.industrydocuments.ucsf.edu/docs/zqvn0004

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Virginia Slims Music

Sources of Funds ($M)

Original Music	$3,000
Original Music Media	$400
SWS	$350
Opinion Poll	$65
Grass Roots	$300
Temporary POS	$690
Media One	$600
Legends Direct Mail	$400
Retail Reduced	$247
Retail Reduced	$247
Direct 1	$750
Direct 2	$2,600
Total	$9,648

Source: https://www.industrydocuments.ucsf.edu/docs/zqvn0004